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Title Page

JUN 26 1925

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"Baby B" ✓
a Photoplay in 2 reels
Directed by Jules White

Author of Photoplay

White Productions Inc.

082

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PRESS SHEET

Juvenile COMEDIES

W P Inc

"BABY BLUES"

With
Mickey Bennett



Directed by Jules White



EDUCATIONAL FILM EXCHANGES, Inc.

MADE IN U. S. A.

1479

FORMER FEATURE STAR MAKES DEBUT IN JUVENILE COMEDIES

Mickey Bennett, of "Big Brother" Fame Makes First Appearance in "Baby Blues"

"Baby Blues" marks the first appearance of Mickey Bennett, the popular young star, in Educational-Juvenile Comedies.

Mickey is a real find. One of the most rapidly advancing young actors of the screen to day, he has already made a reputation for the wonderful work he did in "Big Brother" and in many other feature productions. "Baby Blues" is his first appearance in two reel comedies.

"Baby Blues" is another of those hilarious Juvenile Comedies with the entire Juvenile cast up to their well known trick of providing two reels of excellent comedy entertainment for your patrons. Made with all the speed and action of their larger brothers, the Mermaid Comedies, these two reel Juvenile Comedies have won the best of recommendations from theatre owners and theatre patrons wherever they have been shown.

The Story

Mickey is an orphan living with his grouchy uncle. Besides helping around his uncle's bird and pet store, Mickey also has to take care of his little cousin, a very young baby.

The baby has a great sense of humor and shows it by waking Mickey by rapping him on the head with a milk bottle and then pouring the contents of a pan of hot oatmeal in Mickey's trousers.

After breakfast is over Mickey finds he has a little mending to do on his clothes so he goes into the kitchen where his aunt is making bread. The baby crawls into the pan of dough. Mickey is blamed and takes the baby into the bedroom to wash it, but it then crawls into a feather pillow and emerges looking like a cross between a Plymouth Rock hen and the Wild Man from Borneo!

Mickey is then sent to the bird and pet store to do his chores. On the way he meets Bubbles, a little colored friend, who volunteers to help him with his work. The first thing Bubbles does is to let a canary escape from its cage and in their attempts to capture it the boys completely wreck the store, liberating all the pets. Uncle arrives on the scene and Mickey and Bubbles run out without offering any explanation.

Running down the street, Mickey meets Jack, the bully of all the kids of the neighborhood. Jack demands some gum and Mickey slips him a handful of mothballs which Jack puts in his mouth. Jack swears revenge and chases Mickey, who takes refuge in a house where a baby show is in progress. Here he dons a baby's dress and emerges just as Jack enters. The nurse thinks Jack is with his baby brother and makes him take the disguised Mickey in his arms. Jack piles Mickey into a baby carriage, where he is mistaken for the baby of a lady who is sitting near.



MICKEY
BENNETT,
IN EDUCATIONAL-
JUVENILE COMEDIES

For Electro Order No. 3730-E
For Mat (Free) Order No. 3730-M

When the prizes are awarded for the most perfect baby, Mickey is given the first prize—a check for five hundred dollars. Mickey takes one look at the check and starts to leave in the carriage. He loses control and it runs wildly down the street, finally crashing through a window of his uncle's house. Uncle starts to apply the paddle when he catches sight of the big check—and Uncle takes the check in payment for the damage Mickey has done to the bird store.

WHO'S WHO in "Baby Blues"

Mickey.....MICKEY BENNETT
His Uncle.....John Rand
The Baby.....Malcolm Sabastian
Bubbles.....Bubbles Barry

Directed by Jules White

EXPLOITATION

Overlooking the box office value of your Short Subjects is simply overlooking dollars in profits.

For these Short Subjects have a distinct and definable value at your box office. They are most popular with a big percentage of your patrons and can always be relied upon to furnish more than their share of the entertainment of your entire program.

Every reel on your program should be chosen for two purposes; to entertain your patrons and no less important, to secure patrons for you.

It is a known fact that Educational Short Subjects will provide the entertainment. They are recognized as the best Short Subjects on the market today.

It is also a known fact that they will secure patrons for you. But they can not do it if you do not exploit them in some manner.

Secure plenty of paper for your poster boards; secure sets of photos for your lobby frames; use the slides on your screen to advertise your showing in advance. Simple exploitation of this kind will aid your box-office returns in a surprising manner.

PARAGRAPHS For Your Program

Added attraction—Mickey Bennett, the popular boy star in "Baby Blues," his first Educational-Juvenile Comedy.

In addition to the feature—"Baby Blues"—a two reel Educational-Juvenile Comedy side-splitter with Mickey Bennett.

The fastest rising young star in motion pictures—Mickey Bennett in his first Educational-Juvenile Comedy, "Baby Blues."

One of those hilarious Educational-Juvenile Comedies with Mickey Bennett, former feature star, in the leading role.

Mickey Bennett, Jack McHugh, Bubbles Barry and other well known and popular young actors in "Baby Blues," an Educational-Juvenile Comedy.

MICKEY BENNETT IS STARRED IN FUNNY JUVENILE

Former Vaudeville Star is Seen in First Two Reel Comedy

(Newspaper review for use after showing of picture)

"Baby Blues," the two reel Juvenile Comedy on the bill at the Theatre this week, presents Mickey Bennett, of vaudeville and motion picture fame in his first starring vehicle.

Mickey is an eight year old youngster who attracted a lot of notice when he appeared in a prominent role in the Paramount production, "Big Brother." Shortly after this he was signed by the Educational-Juvenile Comedy producers and given his starring chance in these popular two-reelers.

"Baby Blues" presents Mickey in a typical kid part and he is surrounded largely by boys of his own age in the comedy. Supporting him are Jack McHugh, Bubbles Barry and Ford West, all well known juveniles. The comedy runs with the speed and fast action for which these Juvenile productions are noted.

Mickey is seen as an orphan boy who manages to get into trouble almost constantly. Trying to escape the bully of the block he takes refuge in a baby show where he dons baby clothes and wins first prize for the most perfect baby.

There are a number of well worked out gags in the comedy. It is cleverly acted by the young players under the direction of Jules White.

MICKEY BENNETT IN "BABY BLUES"

(Newspaper review for use after showing of picture)

Mickey Bennett, who recently made his first starring appearance in motion picture comedy is seen in his first starring picture, the Educational-Juvenile Comedy, "Baby Blues" which is on the program of the Theatre this week. It is a clever two reel side-splitter with the well known brand of Juvenile Comedy very much in evidence and it is furnishing two reels of fast and clever fun to the patrons of that theatre.

Mickey is one of the most rapidly rising young stars on the screen today. He has appeared in a number of feature productions in support of such stars as Thomas Meighan and George Arliss. He made a big hit by his clever work in the Paramount production "Big Brother" and brings to Juvenile Comedies the results of years of experience on stage and screen.

"Baby Blues" was directed by Jules White, brother of Jack White.

MICKEY BENNETT, BOY STAR, IS SIGNED BY JUVENILE COMEDIES



MICKEY BENNETT
in a scene from
"BABY BLUES"

For Electro Order No. 3731-E
For Mat (Free) Order No. 3731-M

THIS BOY STAR USES NO MAKEUP

(Prepared as advance publicity story)

Here's a motion picture star who has at least one claim to distinction. He uses no make-up.

This prodigy is young Mickey Bennett, well known to motion picture fans through his appearance in many of the big feature productions of the day and also through his appearance in many musical comedies and the vaudeville stage.

Mickey is now a member of the Educational-Juvenile Comedy Company and his first picture with that concern, "Baby Blues" will be the comedy attraction on the bill at the Theatre

In this picture he will be supported by the entire Juvenile cast including Jack McHugh, Bubbles Barry and Ford West. It will be his first two reel comedy and his first starring vehicle on the screen.

Jules White, brother of Jack White, is the director.

Popular Young Star of "Big Brother" in "Baby Blues"

(Prepared as advance publicity story)

Mickey Bennett, the boy star who made such an instantaneous hit in the Paramount production, "Big Brother" has been signed by Educational-Juvenile Comedies to play the leading part in these popular two reelers. Mickey started work some weeks ago and his first production, "Baby Blues" is scheduled for the Theatre.....

Although this eight year old youngster has been on the stage or in pictures all of his short life, this is the first time he has ever appeared in Short Subjects. Both his father and mother were members of the theatrical profession and Mickey himself first saw the stage at an early age when he had a child's part in Morris Gest's popular production, "Chu Chin Chow."

He has appeared in many feature productions, first with Thomas Meighan in "Cappy Ricks" and later with George Arliss in "The Man Who Played God." His greatest opportunity and the one which earned him the starring contract with Juvenile Comedies was when he appeared in "Big Brother."

Mickey has also the distinction of heading his own vaudeville act as "Mickey Bennett and Company."

POPULAR STAR IN TWO REELER

(Prepared as advance publicity story)

A new star has been added to the list of excellent young comedians who appear in Educational-Juvenile Comedies in the person of eight year old Mickey Bennett, a very well-known youngster of the screen through his appearance in many feature productions, and known to theatre patrons throughout the country through his vaudeville appearances.

Mickey has already made his first picture, "Baby Blues" and it will form the comedy part of the program at the Theatre..... In this picture, which is his first two reeler, Mickey will be supported by the popular Juvenile cast which will include Jack McHugh, Ford West, Bubbles Barry and others.

It was Mickey's outstanding work in the Paramount production "Big Brother" which attracted the attention of the producers of Juvenile Comedies to Mickey. Previous to this Mickey had appeared in several feature productions.

PERMANENCY

The surest way to battle with competition is to establish yourself so firmly that competitors realize that their efforts to secure your business would be useless.

Competition usually employs a few more, or better tricks than does the house or business which it is trying to replace. In mercantile lines this may take the form of cheaper prices for a while, but it generally takes the form of more advertising.

The corner grocery store and cigar store are gradually being replaced by the chain store. These chain stores are successes because they employ as a general rule, better business building methods than the store with which they compete. They advertise and through their advertising attract enough customers from other stores to make their venture a permanent success.

Motion picture theatre owners are in the habit of following the business methods of the old time grocery store. As long as business comes they have nothing to

worry about, but when hard times comes in the shape of competition they are in poor shape to meet the competition, for they have not firmly established themselves.

Advertising will do as much for an individual motion picture theatre as it will for any other business. It will help build up a permanent and loyal clientele. It will make your theatre a fixture in the community by selling to the patrons your merchandise in the way of entertainment you have to offer.

To get the most out of advertising, advertise your entire program—for it is entertainment you are offering and it is entertainment that brings customers to your box-office.

Include the Short Subjects in your advertising, for they sell the idea of "An Entire Evening's Entertainment" more efficiently than any other item on your bill. They complete your program and sell the idea of a complete program to the newspaper reading public.



One Column by One Inch "Ad" Cut
For Electro Order No. 3732-E
For Mat (Free) Order No. 3732-M



Two Column by One and One Half Inch "Ad" Cut
For Electro Order No. 3733-E
For Mat (Free) Order No. 3733-M

For Three Column Cut on Page One Order
Electro No. 3734-E Mat (Free) No. 3734-M

ACCESSORIES

Hand Colored Slides

Four Color One Sheets Four Color Three Sheets
Duo Tint 11 x 14 Lobby Cards
(Eight Cards to Set)

Black and White 8 x 10 Photos
(Ten Photos to Set)

One Column Newspaper Publicity Cuts and Mats
One Column Star Cuts and Mats

One Column, One Inch, Newspaper "Ad" Cuts
and Mats

Two Column, One and One Half Inch, Newspaper
"Ad" Cuts and Mats

Three Column, Six Inch, "Ad" Cuts and Mats
(All Mats Free)

And the Fullest Cooperation from Your Exchange
(Cuts and mats must be ordered by number)

CATCHLINES

For Newspaper "Ads"

"Baby Blues"—a two reel side-splitter, with Mickey Bennett in the leading role.

Two reels of fine fun for young and old—"Baby Blues," an Educational-Juvenile Comedy.

Mickey Bennett, popular young star, in his first Juvenile Comedy, "Baby Blues."

Mickey Bennett, formerly a boy star in feature productions, in his first two reel comedy, "Baby Blues."

You laugh your head off at Mickey Bennett in his first Educational-Juvenile Comedy, "Baby Blues."

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